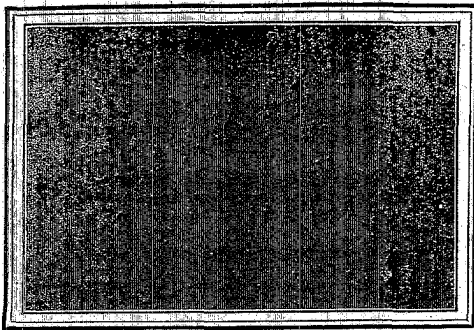




Notice how rust
started in tiny spots
all over this surface.
The small breaks gave
corrosion a foothold
... the paint did not
retain its continuity.

SPOT-RUST!

the beginning of a serious loss

*A loss that would never have
happened if the paint film had
retained its continuity*

SPOT-RUST. Due entirely to a breakdown in the paint film.

A breakdown that should never have occurred. It betrays the lack of one important quality every metal paint should possess—Continuity.

A metal-protective paint must hold its continuity. It must remain perfectly intact throughout. No breaks should develop. Every break, no matter how small, allows corrosion to get started. The rust-spots in the picture above started from breaks no larger than pinpricks.

How does red-lead measure up? How successfully does it maintain continuity when applied to a metal surface?

The answer is plain. Pure red-lead forms a tough, durable coating. It retains its elasticity, expanding and contracting under changing temperatures with the metal to which it is applied. It does not crack or scale. It holds its continuity throughout a remarkably long life—a life which no other paint equals.

*The other basic requirement—
adherence*

There is another fundamental question which all metal paints must answer. Will the paint-film *adhere*? Will it stick tight

to the metal surface all over—without the slightest loosening or breaking away from the metal? (If it does loosen, rusting begins.)

No paint surpasses red-lead in this respect. Red-lead achieves such perfect contact with the metal—adheres so tightly to its surface—that the danger of loosening is never present when the paint is properly applied.

These two qualities—continuity and adherence—determine the protective value of the paint you use. Red-lead possesses them both in high degree. It answers every demand made of it, giving a maximum amount of efficient service at a minimum of cost.

Thus it is that pure red-lead is accepted as the standard paint for metal. Three coats of this paint form the surest protective covering that can be applied to iron and steel.

*Two convenient forms—paste and
liquid red-lead*

Fine, uniform, highly oxidized—there is no better red-lead obtainable than Dutch

Boy red-lead. It comes in two forms—paste and liquid. The liquid (ready for the brush) is supplied in six different colors—the natural orange-red, two shades each of green and brown, and black. The paste comes in the orange-red and can be shaded to dark colors.

Free paint service

Whenever you encounter an unusual painting problem, you will find our special technical staff ready to serve you. Their wide experience and exhaustive knowledge of painting enable them to give valuable assistance. Address the Department of Technical Paint Service, in care of our nearest branch office.

NATIONAL LEAD COMPANY

New York, 111 Broadway,
Boston, 800 Albany Street
Buffalo, 116 Oak Street
Chicago, 900 West 18th
Street • Cincinnati, 659
Fremont Avenue • Cleve-
land, 820 West Superior
Avenue • St. Louis, 722
Chestnut Street • San Fran-
cisco, 235 Montgomery
Street • Pittsburgh, Na-
tional Lead & Oil Co. of
Pa., 316 Fourth Avenue
Philadelphia, John T.
Lewis & Bros. Co., 457
Chestnut Street



DUTCH BOY RED-LEAD

This advertisement appears in the following publications:

Engineering News-Record, March 1
Gas Age Record, March 24

Railway Age, March 10
Marine Engineering, March

N 27831

0000-NLI-000013977